

<b>In re application of: Jerry Dennis Sacks, et al.</b>	<b>Confirmation Number: 3965</b>
<b>Serial Number: 10/736,427</b>	<b>Examiner: PEACHES, Randy</b>
<b>Filed: December 15, 2003</b>	<b>Group Art Unit: 2617</b>
<b>For: SYSTEM FOR PRODUCT SELECTION</b>	<b>Attorney Docket Number: 1219.02</b>

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

In response to the Office Action dated July 19, 2007, having a shortened statutory period for response set to expire on October 19, 2007, Applicants respectfully request entry and consideration of the following amendments and remarks. Applicants greatly appreciate Examiner Peaches taking the time to discuss and consider the application. Applicants have submitted claims amended to better define the invention.

**Applicants are filing a response before the two month deadline to request advisory action of this response.**

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.